# What is guest posting?

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### How guest posting helps you

- Guest posting means you write a post for someone else's blog or website
- This strategy is great because:
- **#1 Your post gets seen by someone else's audience**
- **#2 It leads to more traffic on your own website**
- **#3 If you guest post enough, you could be seen as an expert, and then you might get invited to do an interview or to speak at events**